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HAPPY
HOLIDAYS

montclarion

Vol. XXXV, No. 9

MONTCLAIR STATE COLLEGE

December 16, 1960

DRINK
SANELY
DRIVE
SAFELY

Top Honors in Greek Sing Go To Lambda Chi Delta

Following their theme of "All-American Songs," the Men of Lambda Chi Delta copped first prize in Dalphac's annual Greek Sing, Thursday night, in the Memorial Auditorium. The only fraternity in competition sang under the direction of Ulrich Hartung: "What Do We Do with a Drunken Sailor?," "Aura Lee," and "Joshua Fit the Battle of Jericho".

The Women of KRU and Theta Chi Rho finished in second and third place, respectively. Under the theme of "Precipitation in Song," KRU gave renditions of "Rain," "Stormy Weather," and "Over the Rainbow." Gail Moritz conducted the runners-up. Theta Chi Rho sang these college songs: "Gaudeamus Igitur," "The Whiffenpoof Song," and "The Halls of Ivy," under the baton of Katherine Gaffney. Lambda Omega Tau, Delta Theta Psi, Sigma Delta Pi, Delta Omicron Pi, and Mu Sigma were also entered in the competition.

The Men of Phi Lambda Pi were unable to compete since their conductor was hospitalized. However, they sang two drinking songs on the spirit of the occasion.

After the concert was concluded,

Tony Recanello led the assembly in a community sing, aided by Dave Guyet and Dick Stark at the organ.

As explained by Sandy Ragones, Dalphac President, the Greek Sing was inaugurated at Montclair State to provide the opportunities of competition, recognition and entertainment through the medium of song for the organizations.



The men of Lambda Chi Delta

Twirlers to Perform At Basketball Games

On Friday evening, December 16, the twirlers make their first appearance for the winter season. During the half-time of this Friday's basketball game, the nine girls will present **Winterland on Ice**. The girls will be "Ice-Skating" while spinning batons. Winterland on Ice, like all others performed by the group is composed from thoughts and suggestions of all the members of the squad and is an original routine.

After their participation during the football season, the twirlers were asked to perform at some of the home basketball games. As a result the girls shall appear at four of the home games. In January the men of Lambda Chi Delta and the twirlers will present "A Tribute to the Indian". Early in February, "Rhythm and Blues" will be the theme, and for the last home game, February 14, "Sweethearts and College Days" will be presented.

Star of David Assembly To Feature Rabbi Lefkowitz

On Tuesday, January 3, 1961 there will be an assembly program sponsored by the Star of David Club featuring Rabbi Aaron Lefkowitz, who will speak on "Hebrew Folklore — Some Aspects of a Philosophy of Life." It is an annual program held by Montclair State College in connection with the work of the Jewish Chautauqua Society.

This Society actively supports the dissemination of authentic information concerning Judaism. Rabbi Lefkowitz, as an active participant in this organization, lectures on college campuses as part of an educational program.

His experience and present vocational positions qualify him as both an educator and spiritual leader. He teaches at Highland Manor Junior College in New Jersey as Professor of Comparative Religion and Biblical Literature. He is also spiritual leader of

Temple Beth Miriam which is in Long Branch, New Jersey. As an observant traveler, Rabbi Lefkowitz has viewed Europe and Israel extensively, gaining additional knowledge of Judaism.

Sixth NSF Grant Awarded To MSC

MSC has received a \$72,900 grant from the National Science Foundation to conduct a six week Institute for seventy-five high school mathematics teachers throughout the country.

The seventy-five teachers can earn six semester hours this summer without having to pay tuition fees.

Dr. Sobel will direct the Institute which provides an opportunity for teachers in the field to keep abreast of new developments.

Food Committee Names Winners

The Cafeteria Poster Contest came to a close on Thursday, December 1, 1960, with only 12 entries. The contest was judged by Dr. Partridge, Dean Henry, and the members of the Food Committee. Criteria for judging the contest were compiled by Dr. Wygant of the Fine Arts Department. The first three, for example — state: that a good poster attracts the attention of the audience to whom it is directed, makes a strong immediate impact and holds attention at least briefly.

The prizes for the contest came from the Life Hall Fund. The First prize of \$15 was awarded to Clyde Kuemmerle, a sophomore Science Major. Second prize of \$10 went to Anita Wagner, a sophomore Fine Arts Major and third prize of \$5 to Carol Hulse, a senior Fine Arts Major.

Christmas Spirit Provides Theme For Many Activities On Campus

Although the Montclair State College campus is only sparsely decorated, Christmas is approaching and the activities which annually accompany it are taking shape.

The Spanish Club is presenting

a Christmas show in College High School on Thursday. The Club is inviting other members of the language department and a buffet supper will be served with entertainment following.

The Audiovisual Aids center will

be the scene of a party all day tomorrow. Miss Emma Fantone announced that this annual party is opened to the entire student body and all are invited.

In Tuesday's assembly the Music Department contributed to the Christmas spirit with a musical presentation. On Friday they will hold a party for the members of their department at which time they will have a Christmas tree and all the trimmings.

Perhaps the furthest in extent is the Christmas project being planned by the Field Studies department which is sponsoring a field trip to Puerto Rico.

The student life building is decorated in the yule tide spirit. The snack bar was one of the first places to put up their decorations. The book store is also "dressed for the occasion", while the Christmas tree in the cafeteria completes the decorations.

Honors Program Aids Freshman

by Robert N. Willey

Dr. Jerome M. Seidman, Chairman of the Honors Program Committee, invites the faculty and all interested students to attend the remaining Freshman Honors Seminars.

On January 4, Dr. Hugh Allen will discuss "John Kepler," and on January 11, Dr. Earl K. Peckham will discuss "Education as an Institution — A Historical Development." The seminars will be held at 3:30 in Room I of the Administration Building.

Previous seminars, which have had the theme "Man's Search for Truth," have included the following topics: "The Development of Quantitative Thinking," "Growth and Development of the Indo-European Languages," "Music Hath Charm: Beauty in Music and in the Evolution of the Song," "Symbol and Craft," "The Significance of Covenant," "The Quest for a Perfect Political Theory," and "Medieval Man's Perfect Economic System that Failed."

These weekly seminars are an integral part of the recently inaugurated Honors Program in which 21 Freshmen have been selected to participate. In addition to attending the seminars the participating Freshmen are exempt from the Fundamentals of Writing and Western World Literature courses generally required, and instead read extensively the great works of world literature in the course, World Literature: Its Forms and Its Masters with Dr. Krauss. Their Development of the World Civilization course with Dr. Barker also entails work of quality and extent beyond that of regular freshmen. The participating students were selected by the committee on the basis of their high school average, reading comprehension and ability to write and speak effectively.

Present plans call for later additions to the Freshmen offerings and for the program to ascend one class level each year until a comprehensive Honors Program is operating from the freshman through the senior years.

GAMMA DELTA CHI OFFERS SCHOLARSHIP

The men of Gamma Delta Chi have enacted a scholarship fund for an incoming freshman at MSC. The scholarship will pay for the student's tuition for one semester.

The selection of candidates will be made by the scholarship committee of Gamma Delta Chi, with the cooperation of Mr. Lawton Blanton. The recipient will be selected on the basis of scholarship, need, activities, and an interview with the committee.

The only restriction is that any member or relative of a member of Gamma Delta Chi will be ineligible to receive the scholarship.

Landry, Mangano To Head Carnival

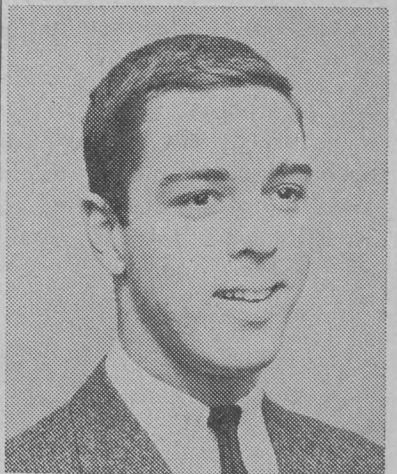
Bob Landry and Frances Mangano have been named co-chairmen for next year's Carnival.

They were recommended by last year's co-chairmen and approved by the SGA board. Dr. Iona Henry has been named as one of the co-advisors.

Bob, a sophomore Science major from Burlington, is Vice-President of the Newman Club and is a



Frances Mangano

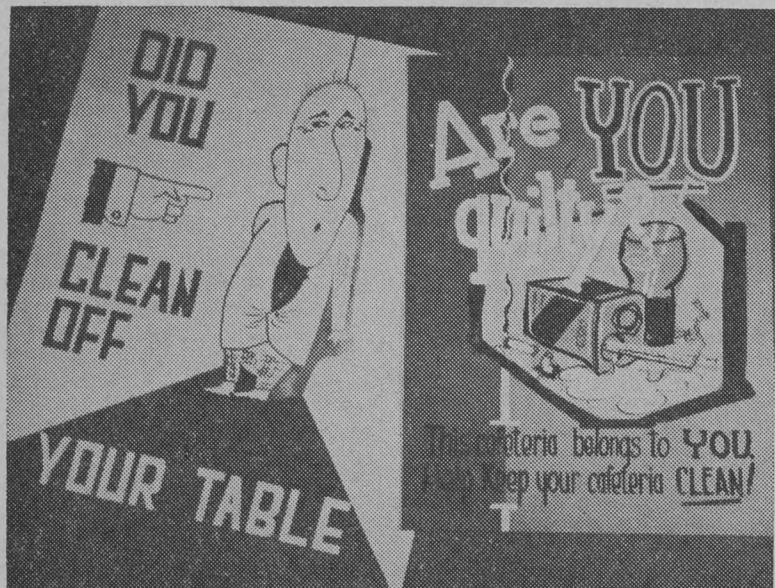


Bob Landry

member of Senate. He is President of the Sophomore class and a member of Paideian League.

Fran, a sophomore Fine Arts major from Irvington, is a member of Sigma Delta Phi.

Winning Posters!



From left to right are the first and second place winning posters of the Cafeteria Contest.

Montclairion

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A Job Well Done

The preparation in the form of true and hard work, on the part of the gymnasts under the director of Physical Education instructor Geza Gazdag, was evidenced by the quality and precision of the highly entertaining assembly program they presented last week. The acclamation received by this program proves that more programs of this nature would encourage better student attendance at assemblies.

* * *

Another

The Opera Workshop last Tuesday and Wednesday evenings presented their fall semester program, *Orpheus in Hades*. As usual the presentation was one of the musical highlights of the Montclair State College cultural program. Everyone connected with this production may be proud of this achievement.

* * *

The Dance . . .

Despite the fact that the publicity for the annual Christmas dance was almost nonexistent the dance turned out to be a success. It was well managed and the decorations, band and refreshments were a pleasant surprise. We were glad to see an affair of this caliber handled this well and at an obvious profit. We hope that the SGA will be able to use the money which they made to the best advantage.

* * *

Rightful Rules

We are happy to see that the fraternities are finally assuming the roles which they should play on the MSC campus.

Two boxes full of toys were collected last week by the men of Phi at their "Toys for Tots" dance. We think this was a noble gesture on the part of this fraternity and hope they will continue this tradition next year and make the dance an annual one. Unfortunately the dance wasn't as well attended as it might have been.

A scholarship for an incoming freshman has just been instituted by the men of Gamma Delta Chi, and Senate has been collecting money recently for a trophy that will be awarded to our undefeated football team in the name of the student body. Psi Chi is also noted for the many athletic awards it has presented.

* * *

Snow . . .

Needless to say this issue of the *Montclairion* is two days late due to the snow storm which paralyzed the metropolitan area. The snow has at least brought with it, we hope, a feeling of the Christmas season. We of the *Montclairion* staff wish to extend seasons greetings to the students, faculty and administration of MSC.

'New Frontier' Replaces 'Old'

by Jacob Susskind

Seventy years have passed since 1890, when the Census Bureau announced the closing of the old frontier, and 1960, when President-elect John Kennedy proclaimed the opening of the "New Frontier." The opportunities provided by the "New Frontier" are as varied as those offered by the old frontier. We at Montclair State College must address ourselves to this "New Frontier."

As administrators, teachers, and future teachers, we stand in the advance guard of the "New Frontier." Many of the opportunities of the "New Frontier" are only latent possibilities; through education, we have the means to develop this potential.

One such opportunity is in the field of civil rights. Particularly, the plight of the Negro—whether in New Orleans, or in New Jersey—is pertinent to our concern.

At this point, you may become skeptical: "It's simple to talk about civil rights and the Negro. But, you've got to do more than just talk; you've got to act. What could I do?"

We cannot coerce anyone in the Montclair State College community to act. We ask only that everyone examine his attitudes, beliefs and habits as they relate to the Negro. Ask yourselves: Would I live next door to a Negro? Would I entertain Negro friends in my home? Would I teach in a school with a predominance of Negro students? Negro Teachers?

These, and like questions, require forthright answers. Armed with our knowledge, we may then move up to the civil rights "firing line" of the "New Frontier."

Latin American Unrest Causes U. S. Concern

by Fred Misurella

There has been much unrest in Latin America recently. Left wing forces started a rebellion in Venezuela against the Betancourt administration. Mr. Betancourt had to call out the army to suppress these Castro sympathizers. In Argentina right wing Peronists started minor uprisings against Arturo Frondizi's regime. Mr. Frondizi's forces put down the rebellion quite easily. Brazil is having its troubles too. Governor Meyner just returned from a trip to Latin America, and he said, that Brazil is ripe for a Castro-like coupe d'état.

Though these three countries are three of the richest in Latin America, the main part of their troubles stem from economics. Senator Mansfield of Montana says that the cause of Latin American troubles is the great differences that exist between the rich and the poor people. The countries have great modern cities, but they also have small and backward slum-villages swallowing them.

The United States has aided Latin American countries through private investment, through its Export-Import Bank and through the Inter-American Development fund. Recently the Eisenhower administration has made 500 million dollars available as a sort of Marshall Plan for Latin America. These programs will be great steps toward stabilizing the Latin American republics but more must be done. The incoming Kennedy administration will have to devote much of its effort toward aiding Latin American republics.

Latin Americans have always

felt that we think of them second to Europe, The East, and now Africa. Latin Americans have just cause for thinking that way. This Marshall type plan is something that should have been done a long while ago. But our government did not institute that move until the Castro headlines were staring us in the face.

Latin America is a close neighbor. It would be catastrophic to allow Democracy to crumble under Communist propaganda. Thus Communism is now in Cuba, and we can not allow it to spread to the rest of Latin America. The United States must do its best to aid the republics of Latin America economically, technically, and morally. If we are to remain secure in our hemisphere, Latin America must be kept democratic.

Scotch and Ryaby

by Mary Ann Ryaby

We started writing this column at a good time — I'm probably the only person on campus who can have a Christmas party for all my friends in a telephone booth—with room to spare, yet. Some people are wondering how we were selected as columnist and chief target for rotten tomatoes, poison pen letters, and run-away Volkswagens. The answer is simple. We've got what it takes to write a column like this—nerve. Also we're pretty good at ducking tomatoes.

* * *

Maybe we should devote a few lines to Phi's theme for Greek Sing. However, it isn't any different from Phi's theme at any other time of the year . . . Strange though, people keep asking why they didn't do "Theme from a Summer Place." Speaking of Greek Sing, why doesn't Dalphac call that music depreciation hour "Greek Shriek." Besides rhyming, it's much more descriptive.

* * *

We're considering asking one of the luckier men-about-campus to write a few lines for this column on the subject of "how to win friends and get serenaded in the Snack Bar."

* * *

Rumor has it that some departments are publishing departmental newspapers. Does this worry the Montclairion? Of course not. After all, when you come right down to it, what does everybody do with newspapers anyway? And we're willing to bet that the Montclairion wraps Garbage better than any other publication on campus.

* * *

Montclair is really going high society. Now that the ISC is having a debutante cotillion, why doesn't somebody start a Inter-Fraternity Polo League?

* * *

Enter the "Jokes about Kennedy" contest. Send all entries to Dick Nixon, Washington, D. C.

* * *

No wonder Joan McMullan and Bob Moran are the two most popular students on campus. They give out free L & M's.

ATTENTION

All information concerning club and greek-letter organizations as well as pinned, engaged, or married news should be forwarded to Florence Turnquist via the *Montclairion* office or lower center Bulletin Board. News will be compiled separately from the chit-chat column.

TAKE ALL DATES
IN THIS ISSUE
WITH A GRAIN
OF SNOW

From the President's Desk

In a recent issue of the *Montclairion*, the editor suggested that the Student Life Building should be kept open during week-ends. This is a good suggestion, but not a new one. As a matter of fact, two or three years ago the building was kept open on week-ends on a trial basis to see how much use there would be and it was so little that the expense of keeping it open was not justified.

Just in case the situation has changed and there is a real need, it has been decided to open the building again on a limited basis over the week-end to see how many persons really use it. If again, it turns out that there are very few who seem to need it, then the question of justifying the expense will have to be met again.

One might well ask the question, "Why should there be any expense in connection with opening the building?" To answer this we must listen to the voice of experience.

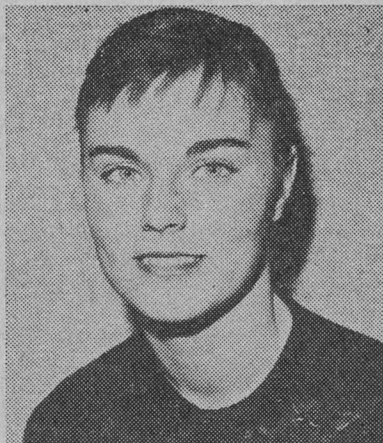
Whether we like it or not any building of this kind cannot be left open without some responsible supervision. From sad experience we have learned that this rule must be followed regardless of what group is to be entertained in a building. When outside groups rent the auditorium, we insist on faculty supervision or sponsorship. Unless there is a responsible person representing the College, all kinds of things happen. Cigarettes will be found all over the lounge rug, chairs will be misplaced, food will be left in furniture and corners. If this building is to be kept a fine place to enjoy for years to come, then someone who is responsible must be in attendance. This, of course, costs money. It costs money also for janitorial help to clean a building every day; and since week-ends represent over-time, service during this period costs more.

It all adds up to justifying the expense against the amount of use and the kind of use the building has. We have found that many strangers wander over the campus on Saturdays and Sundays trying out the doors and testing anything

that happens to be loose. Many of these are friends of the college—alumni and others—who should be welcomed and shown around. Others are just curious and a few are potential vandals who are looking for a crack to crawl in.

If students, alumni and their friends wish to use the building and do so on week-ends, then some way should be found to finance this plan. We expect to try this out during the next few weeks and see just how much use there is and during which hours. Watch for notices about the hours and spread the word. Maybe Life Hall can take on life during Saturday and Sunday.

Gehrlein Elected Girl of the Month



Joan Gehrlein

Phi's girl of the month for December is Joan Gehrlein, first girl of the class of 1964 to be so honored.

Joan, a Home Economics major and a member of the Home Economics Club, hails from Westfield. In high school, Joan was a member of the S.G.A., Vice-President of the Girls' Athletic Association, and the Union County Representative to the N. J. Girls' Athletic Association. Joan is also a junior member of the Westfield Community Players.

Comic Operetta 'Orpheus' Acclaimed As Excellent

by Linda Reichenfeld

When Public Opinion spoke, the audience trembled with the actors in last week's brilliant, satirical, comic operetta, "Orpheus in Hades." By bringing the Jacques Offenbach operetta up-to-date, the cast was able to use timely references to recent political events and to Montclair State for an extremely amusing effect.

Among the most vivid and excellent of the performances was that of Edward Perretti as Pluto, God of the Underworld, played with excellent timing and sense of the comic. As Orpheus, Music Educator, Ulrich Hartung did a good job and added a bit of the ridiculous by his performance. Euridice, as played by Lucille Noto, was the dumb brunette type

and Lucille's solo passages were most noteworthy.

For pure comedy, Dr. Edwin Fulcomer as Jupiter and Dorothy Landwehrle as Juno did a tremendous job. He was a benevolent old tyrant who still had an eye for the ladies. Dorothy's lovely voice caught everyone's attention whenever she sang and she was the perfect comic Juno.

In a minor role, Anthony Parisi as John Styx, the drunken servant of Pluto, who makes unwelcome advances to Euridice while she is in Hades did a perfect character role. Few will forget the drunken shade of this "Prince of Transylvania."

The only detracting elements in this operetta were the timing which was noticeably off and scenes where the orchestra drowned out the chorus and the soloists. Particularly, the scene where Jupiter's children tell of his misdemeanors was disappointingly inaudible.

News Notes

by Flo Turnquist

Engaged: Mickie Suth '61 Sigma Delta Pi, Jack Bennett . . . Bonnie Hinkley '62 Sigma Delta Pi, to Tom Markey.

Pinned: Alberta Heintz '60 to Warren Diheo, Phi Sigma Epsilon '63 . . . Audrey Gehrlein '62 Mu Sigma, to Peter Wilday '62 Chi Phi University of N. C.

With the Greeks: Delta Omicron Pi's new pledges are Janet Grossman, Gay Hance, Barb Decenso, Joyce Tuzzolo, Nancy Hatch, Karen Dunne and Flo Turnquist . . . The new members of KRU are Ann Van Blarcom, Adele Cohen, Mary Conners, Melinda Gardner, Pat Harrington, Diana Marana, Louise Sibi, and Janet Tweed . . . Alpha Chi Beta lists as new members

Lorraine Alberto, Josephine Cerrato, Judy Cohen, Renee Deo, Linda Duursema, Bryna Ginsburg, Lucille Juliano, Frances Kramer, Rhoda Lipton, Brenda Montgomery, Jacqueline Swenson and Audena Soom. Joann Otten Verner, Maureen Dougherty, Brenda Johnson, Barbara Lawrence, Edith Mayor, Jo Scardeville, Judy Toffel and Marge Wismann are Delta Theta Psi's new members . . . Daphac's new members are Dorothy Gioseffi, Barbara Rebenach, Sally Messineo, Rose Marie Koval and Barbara Aurich. New members of Sigma Delta Pi are Marge Malitoris, Flo Perna, Janice Tabor, Chickie Mangano, Georgi Molinaro, Carol Abriola, Mary Ellen Cooke, Bev Note and Bernadette McInerney.

Club News: The new officers of MENC are Harvey Altman, president; Patricia Konopka, vice president; Veronica Ruth, recording secretary; Frances Martoglio, corresponding secretary, and Jim Buchanan, treasurer.

Friday
December 16, 1960: Basketball—vs. Newark Rutgers Home
December 17, 1960: Christmas Vacation.

Tuesday
January 3, 1961:
3:30 Kru D. Mills
3:30 Delta Sigma Chi A-3
7:30 IRC J-2 & 4
7:30 Gamma Delta Chi D. Mills

Wednesday
January 4, 1961:
3:30 Spanish Club A-10
7:30 Phi Sigma Epsilon D. Mills

Thursday
January 5, 1961:
3:30 SGA D. Mills
7:30 Mu Sigma D. Mills
8:00 Agora Ch.

Friday
January 6, 1961: Basketball—vs. Bloomfield College Home

Saturday
January 7, 1961: Basketball—vs. Cheyney State Home

Monday
January 9, 1961:
3:30 Theta Chi Rho J-4
4:30 Junior Class D. Mills

Tuesday
January 10, 1961:
4:30 German Club Chapin
English Club Chapin
7:30 Daphac J-4

Press Records End of World

by Alan Lewis

One outstanding characteristic of the American press is its diversified methods of presenting "the latest news." This statement can be made more intelligible by means of a simple example. Let us take a subject that might interest us all—the end of the world. How might such an event be recorded in our newspapers and magazines?

News' Views

NEW YORK DAILY NEWS — (front page)

END OF WORLD BRINGS ABRUPT HALT TO MYSTERIOUS LOVE-MURDER TRIAL

VARIETY — (show biz magazine)
THE WORLD LAYS AN EGG
READER'S DIGEST — (article)
THE MOST UNFORGETTABLE WORLD I EVER MET

According to Wilson

THAT'S ERLE ERLE — (Wilson's nationally syndicated column)
A beautiful blonde Hollywood actress with measurements of 38-23-37 disappeared yesterday along with a few billion other people as the world came to an end.

WALTER LIPPMAN — (news analyst)

Yesterday the battle between Communism and the Western forces took on a new and decisive quality as the world came to an end. Unquestionably this event is of paramount importance. Sources on both sides believe that this event may reduce the Cold War tension for a considerable number of years. This is a time for cool appraisal . . .

Our Own

THE MONTCLARION — (well known student publication)
The New Jersey State School of Conservation at Camp Wapalanne will be unable to provide its customary course entitled, "Geography of New Jersey", this summer due to the end of the world.

Next issue of
MONTCLARION—Jan. 11
News Due—Jan. 4

For Sale: Christmas

by Patrick Clark

If Christmas could be observed through a financial spyglass, a fantastic pattern of human behavior would become discernible to the viewer. December is a consumer's nightmare but a businessman's delight. The seller bares his Christmas wares. He screams gently, "Buy your kid everything and he will become a normal, well-adjusted kid. Hey, lady under all the bundles! Christmas is for kids, buy him more—make him happy."

Santa is an honorable man

The holiday season is a time of Santa Claus, a one-time noble individual who was a symbol of an honorable Christmas tradition, but who now is an instrument of commercial exploitation. He loudly whispers to dazed children, "Kid, there is no Santa Claus, only your old man's money. Badger him kid; the future of capitalism depends on your pleading."

Benign Benevolency

Christmas has social aspects also and fortunately these resemble more, in spirit anyway, the traditional atmosphere of this time of year. For some, social attitudes are altered drastically. For



From left to right are John Styx (Anthony Parisi), Pluto (Edward Perretti), Euridice (Lucille Noto), Jupiter (Dr. Edwin Fulcomer), Juno (Dorothy Landwehrle), Orpheus (Ulrich Hartung) and Public Opinion (Gail Moritz)

The Manipulators

by J. P. Dawes

In *The Hidden Persuaders*, a startling book on the new science of motivational research, Vance Packard presents the methods used by skillful merchandisers in getting us to react in a pre-arranged manner that will turn a loss for us into a profit for them. He points out the gimmicks designed for certain population groups—males, females, adults, juveniles and even members of certain income brackets. As an example, why is a Miss Rheingold and not a Mister Rheingold elected Queen of the Brewery circuit? Since men consume the larger amounts of beer purchased in America, isn't it logical that a normal American male will be influenced by an attractive female rather than by a handsome baby-faced boy?

Although the main part of the book explains advertising campaigns and slogans, the sections dealing with elaborately planned sales gimmicks that went astray provided many a good chuckle. For instance, a soup concern decided to launch a large campaign to boost its sagging sales. A free pair of nylons was to be given away with each package of soup purchased. Instead of the expected boost, returns slumped. When, in desperation, a noted psychologist was called in to reveal the reason for the promotional flop, he reported that the ladies associated the nylons with their feet and without a conscious thought associated their feet with the soup. You can hardly blame them for not wanting their feet to dangle in their soup.

Packard makes clear the great influence advertising has on the average person. How often have you gone into a store merely to browse, and when you finally

headed for the exit found yourself loaded down with a huge parcel and an even larger deficit in your petty cash? You have been a victim of "impulse buying." You have contributed to, or rather have been victimized by a plan that nets advertisers millions of dollars each year.

The packaging of a product has a great effect on the brands that people buy. It is known that women respond to packages wrapped predominantly in red, while men prefer blue. The arrangement of brands on a shelf can also influence the way in which they will sell. Naturally lazy, the human is content to choose the brand of soup, soap, sponge or some tasty snack placed on the shelf, that requires a minimum of bending, stooping, and reaching.

All in all, the book makes the reader more aware of the subtle approaches constantly being used to separate him from his hard-earned cash. The contempt in which the consumer is held by advertisers is truly shocking and eye opening. You and I are nothing more than non-thinking, money-dispensing machines.

If you accept Packard's views on the power of symbol manipulation, you begin to wonder whether political views are determined in the same way that product preferences are created. Can the methods of *The Hidden Persuaders* be used effectively in heightening a country's prestige? Can subliminal advertising be used by an aggressor to gain control of a country? Probing questions were raised in this reviewer's mind by Vance Packard and his startling analysis of America's advertising methods.

others, very few, a temporary but recognizable air of humanity is assumed. Businessmen, who wouldn't give a break to a dying grandmother, suddenly, to all outward appearances, become the epitome of generosity. They do not sacrifice principle completely, however, they still try their level best to make necessities out of luxuries.

Skeleton in your closet?

Chauvinistic spirit manifests itself in some Christmas celebrations especially with regard to family relations. In-laws, usually mothers, become outlaws and family blood is re-shed verbally when the past years' skeletons are exhumed from a grave of memory for a yearly discussion.

Shakedown!

Kids, forewarned by the department store Santa and threatened by frazzled parents, try their best to behave in a pattern similar to normal adult behavior which in turn assumes a childlike character during the Christmas rush. They surmise that they must influence parents to celebrate Christmas in true, modern adult fashion, that is, by giving a bountiful supply of gifts and thus they will take the old dopes for all they're worth.

Soused holiday

Christmas can be observed in still another perspective, the spiritual. This portion of Christmas is given the least amount of time or thought. With the arrival of New Year's Eve and a solid week of drinking behind them, college students easily forget the actual meaning of Christmas which occurred only a few days previously. A midnight Mass or a church service and Jesus Christ, Divine Being and Founder of Christianity, passes from view. Some Christian students become atheists, some agnostics, still others, skeptics in the weeks prior to Christmas.

In this state, Christmas is not taxing spiritually or economically and leaves more for the social aspect of commemoration. They say, "Hey man, I don't dig this peace on earth, good will to men jazz; it does not move me. My inclinations are social. Anyway, Christmas is conventional and is opposed to progress."

Serious Appraisal

A more religious atmosphere should characterize the time which precedes Christmas. This used to be the time when one left the world of push and push and tried to appraise their position in life and adjust their direction to suit their goals. The spirit of the time provided the right atmosphere. But people no longer stop to look where they are. They continue a daily journey into oblivion, prodded by the commercial Minute Men of Madison Avenue and others like them who attempt to distort and discourage the only aspect of commemoration that is truly Christmas, the spiritual.



MSC Court Team Loses Three; Jayvees Win Five Out of Seven

SMOKE SIGNALS

by Wes Rehberg

Before many athletic contests one might observe a cluster of athletes clasping hands. The four men of a relay team might be gathered together, a football team might be grouped together with the coach, a soccer team might unite hands.



You may see a gymnast in a quiet moment, a diver, a discus thrower. On the basketball court you may observe a player gesticulating before he shoots a free throw, a wrestler dropping to

his knee before starting a match. This is the spiritual manifestation of athletics. This is the enhancement of faith in an athletic situation. This is man reacting to an uncertain situation . . . praying, hoping, seeking guidance.

It seems that we, in this season, bring ourselves into focus with our beliefs, not all of us, for some remain continuously in focus and others have no belief. This is a month in which love, peace, hope, humility all seem to overwhelm us and we rise above our mortal problems and feel joyful, forgiving, loving, and wish to share these feelings.

Human reason would seem hard put to justify faith, some philosophers would have it, but perhaps Saint Augustine summed it up for us when he implied that human faith transcends human reason and science. Mortal man is just too limited to reason these things and has to turn to his faith, his faith in his very existence.

The two major religions of the West celebrate two great feasts this December. For Christianity it is the coming of the Star of the East in a tiny human form, in the stable of an inn in a town called Bethlehem. For Judaism is the Chanukah season, a season of giving, celebrating the victory of the Macabees over the Syrians and the eight day miracle of the lighted cruse.

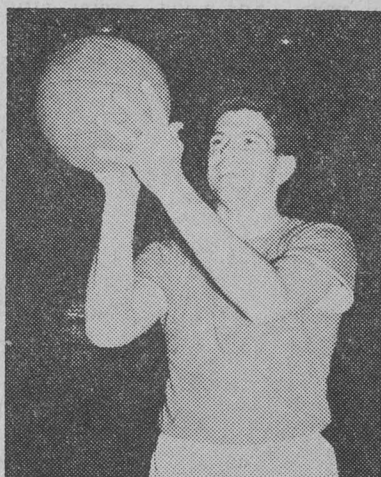
It is a wonderful season when men share, give, feel compassion for his fellow, where men lift up their hearts in hope and in thanks. In the homes of most one will find a tree or a bush about which will be gifts given in the spirit of the season. There is one tragedy, the tragedy that for many the spirit only comes once a year, instead of remaining for its entirety.

In this last column I will be writing for "Smoke Signals" I would like to have the privilege to wish to all of you, whatever you believe, all the joy of the season, extending beyond it throughout the year. Good luck and may the meaning of the holiday reach you and stay with you all year.

**First
Tournament Game
Dec. 27—9 p.m.
MSC vs. PACE**

Sportraits . . .

by Pat Kedian



"T" Tauriello

Hmm-m-m. About that fellow who dribbles around the court . . . looks like "T" from here. No, it looks like Maurice Well, anyway he sure helps that tall guy named Fred a lot.

There are very few of the "good guys" left at Montclair State, and "T" is one of the lone survivors. "T" attended St. Benedict's Prep School in Newark where he played baseball, basketball, and football.

In 1957 "T" came to Montclair State. He was uncommitted, major-wise, until the Panzer merger, when he became a Physical Education major. He is committed to Barbara though they haven't "merged" as yet.

"T" has been active in varsity baseball and basketball during his four years in the Tribe. He is a member of Agora and Thucydians. Around the "campi" he can be easily seen walking beside Fred and with Barbara.

To sum up "T"'s case-study one might say he is a good guy that belongs to the "good guys."

Montclair Matmen Beat Yeshiva University; Lose To Albany State, 16-14

by Ken Villani

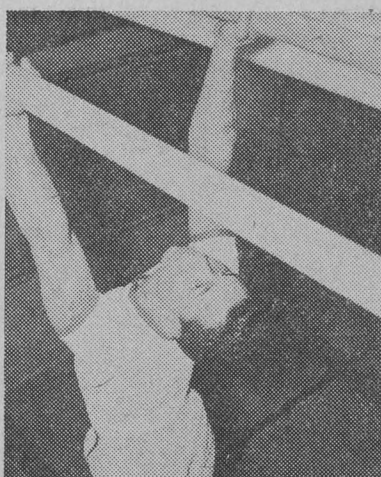
Coach Thomas J. Rillo's 'rasslers have split their first two matches of the 1960-61 season, toppling Yeshiva University in the opener, 25-3, and losing to Albany State College, 16-14.

Saturday, visiting Albany, on the strength of two pins and two decisions, won half of the matches. Ray Bouchard opened the contest with a 3-2 squeaker over freshman lightweight Bob Weir of Montclair. Bouchard's tenacity in "riding" Weir in the second period provided the margin of victory for the Peds in the match and the meet. Dave Pause followed with a pin of freshman Paul Maroney through a half-nelson and body press in the time of 4:08. 137-pound Ivan Brower massed two near-falls, a reversal, a take-down, and a predicament to win easily over Dave Fixler of the home forces. Jay "Tiger" Katzel of Albany stuck a surprise pin on Ronnie Cherkin to close out the scoring for the winners.

Montclair struck back to take the last four matches. Bob Mezerek remained undefeated through two years of college wrestling by topping John Woytowich, 8-2; Tom Thompson decisioned Dick O'Connor, 3-0; Chuck Welsh won by forfeit; and frosh Larry Sciacchetano out-classed Ted Dusanenko, 7-3.

At Yeshiva, the Indian wrestlers

by Bruce Morgan



Tony Napier

One of Montclair's fastest-growing sports is gymnastics. It has become known mainly through the efforts of Tony Napier. Tony is a co-captain of Coach Geza Gazdag's team which last year had a very successful season, winning both meets, and put on some well-received demonstrations.

He was graduated from Dickinson High School in Jersey City in 1953. While he was there, Tony was the State all-around gymnastics champion. Upon graduation he became a member of "Uncle Sam's army" and was a part of a trampoline and tumbling act which won the all-army entertainment prize. This act toured the world and gave a command performance for President Eisenhower and Defense Secretary Wilson. Tony's achievements did not end there as he has also been a National Gymnastics Champion in free calisthenics and tumbling.

In February 1958 Tony entered Panzer and became a member of the Montclair student body through the merger. He will be one of the few students ever to receive a degree in three-and-a-half years.

Bowling Team Tied For First in EIBC

Montclair State is currently located in second place in the standings of the Eastern Intercollegiate Bowling Conference behind Newark Rutgers. Both squads share identical 22-8 marks, but Newark has a higher match average, placing them in the pinnacle position.

This Sunday, the Indian bowlers beat Newark College of Engineering, 2-1. Montclair hit games of 918-969-935 for a total of 2822, and Newark notched 994-849-896 for 2739. Ed Liddle rolled the high game for the winners with a 192-236-202 for a 630 series. Barrie Beaver bowled a 576. Al Scaglione (581) and Gerry Schomberg (578) paced the losers.

seized seven of the eight dual duels to post victory number one, 25-3.

Weir, (123 lbs.), Maroney (129 lbs.), and Sciacchetano (Hwt.) won their matches in the Red-and-White grappling togs of Montclair by respective 6-3, 7-5, and 3-0 scores.

Cherkin (4:55) and Welch (3:58) made "fall guys" of their opponents, while Mezerek (8-0) and Thompson (3-1) went the decision route.

by Mike Felsen

The Montclair State Junior Varsity basketball team easily rolled over the Jersey City Gothics, 79-51, last Friday. This marked their fifth win in seven outings.

Montclair opened the game with a jump shot by Tommy Johnson at the foul line and held a three-point advantage until mid-way through the first quarter when the Red and White pulled quickly away, as the J.C. Jayvees failed to break a ten point deficit for the remainder of the game. High scorer for Montclair was Frank Votto, as he netted 17 points. One additional note—not only was high-scoring Joe Lo Cascio sidelined with an injury, but also three of Montclair's starting five saw limited action during the second half of the game while still winning by a margin of 28 points.

Guiding the team to its fifth victory was Coach Gerry Edwards, an ex-Brooklynite. This is the third season of J.V. basketball for Coach Edwards. He now has compiled a respectable record of 51 wins and only 11 losses, including the five-two record of this year. Last year he coached the J.V.'s to a 25-4 record. This is an all-time record for winning percentage at Montclair.

Even though co-captain Tom Johnson hails from Jersey City, he put all sentiment out of the picture as he ball-hawked all evening and scored 11 points. The other co-captain, Frank Votto, is from Newark. Votto was high scorer in the Montclair-J. C. game. Guard, Gerry Bittenbinder, is from Brick Township, where he played four years of varsity basketball for Brick Township High. Center, Ted Gentilucci, is from Paterson where he played varsity ball for East Side H. S. Guard, Dennis "Woody" Woods, from Union City, saw two years of varsity ball for St. Michael's High.

by Pat Kedian

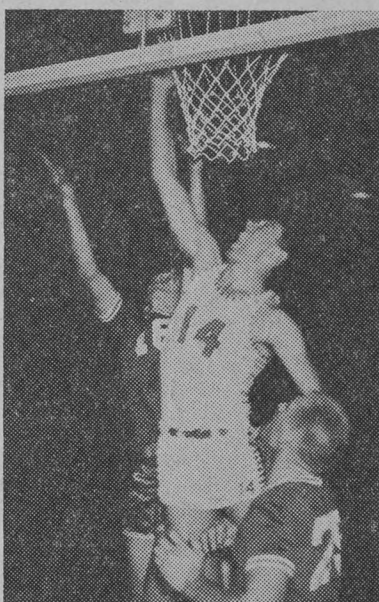
The Indians suffered their third straight loss of the season, 88-70, and got the Jersey City "bounce." The visiting squad, with four sophomores on the starting quintet, struck fast and furious last Friday through the superior ball-handling and play-making of guard Bill Venino and the rebounding of Cess Peoples. This combination led the Gothics to an early lead never relinquished; the score at the half was 40-30 in favor of the Green-and-Yellow. Throughout the game Jersey City State capitalized on the "basket good—foul shot to follow" situation, peeling off three three-point plays and making 28 trips to the foul line.

High for Montclair was Jeck with nine baskets and six free throws good for 24 points and Mike Lauten, who sank four shots and 11 fouls for 19. Reaching the peak for the Gothics was Venino with ten goals and four gift shots and Jerry Volz with 23 points. Bob Kansby (14) and Bart Talamini (11) also notched double figures.

The record books show the Montclair State slate at 2 wins and 3 losses at this early stage of the game. Two of those three setbacks have come at the hands of conference opponents.

The Montclair hoopsters, minus the full services of Paul Weinstein, who saw only temporary action due to injury, lost a close contest, 84-80, to East Stroudsburg last Tuesday. The visitors were the first to score, and Montclair never saw the lead after that, although they tied the score early and came within a small margin at various times.

At the end of the first half, the score was 43 to 34 in favor of the Pennsylvania aggregation.



Fred Chesky shown hitting two of his 32 against E. Stroudsburg.

NAIA XMAS JOUSTS

This year Montclair State will be the host for the annual NAIA District 31 Christmas Tournament. Last year Montclair battled to the final game, only to lose to a towering and over-powering Maryland State Forest.

The teams and times are as follows:

December 27: 1:00 p.m., Albany State vs. Howard University; 3:00 p.m., Maryland State vs. Montmouth; 7:00 p.m., Glassboro State vs. Kings College; 9:00 p.m., Montclair State vs. Pace College; December 29: 7:00 and 9:00 first round winners; December 30: 7:00 p.m., third place game; 9:00 p.m., Championship contest.

The price for Montclair students is 50 cents and an S.G.A. card.

Dalers Runners-up In Two Tourneys

by Pete Clooney

Last November 19 and 27 Montclair's cross country team participated in two championship meets, taking second position in both.

On the 19 of November, Montclair took second place to fast Delaware State at the N.A.I.A. District championship meet held at Paterson State. The record for the rugged 5½ mile course, set last year by Brian McColgan, was broken by the first four runners with Delaware setting the new record at 29:49. Lyle Arnheiter, finishing first for Montclair, placed fifth in the race, doing the course in 31:45. Ron Kulik, Robert Reichert, Richard Trenery, and David Fixler, finished tenth, thirteenth, fourteenth, and eighteenth, respectively. Other schools participating in the race were Delaware State College, Maryland State College, Glassboro State, and Paterson State.

The following week-end Montclair took second in the Junior Amateur Athletic Union championship meet held in Paterson. The Central Jersey Track Club placed first. Lyle Arnheiter again finished first for Montclair and placed seventh in the race. He was followed by Ron Kulik, taking tenth, Bob Reichert, placing fifteenth, Jack Parish, receiving seventeenth, and Dave Fixler, taking eighteenth.

In its dual and triangular meets Montclair ended its season with a record of five wins and four losses.